

What is claimed is:

1. A method of wireless device advertising comprising:
registering a wireless device to receive advertising messages;
receiving registration information including at least a wireless device number and
storing said information in a database;
receiving advertising messages from advertisers;
sending the advertising messages to a registered wireless device; and
remunerating users for accepting the advertising messages to their registered
wireless devices.

2. The method of claim 1 further comprising receiving payment from the
advertisers for sending the advertising messages.

3. The method of claim 1 wherein users are remunerated points as part of a
bonus program for accepting the advertising messages.

4. The method of claim 1 wherein users are remunerated additional air time
for accepting the advertising messages.

5. The method of claim 1 wherein users are remunerated monetary
compensation for accepting the advertising messages.

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6. The method of claim 1 wherein users receive remuneration for referring an unregistered user to register a wireless device to receive advertising messages.
7. The method of claim 1 further including providing a user accessible account for each registered wireless device showing the amount of remuneration accrued for accepting advertising messages.
8. The method of claim 1, wherein registering the wireless devices to receive advertising messages includes providing demographic information of a user of the wireless device.
9. The method of claim 1, wherein the advertising messages received from the advertisers are stored in a second database.
10. The method of claim 1, wherein at least a portion of air time costs for sending the advertising messages to the registered wireless device is paid for by the advertisers.
11. A system for wireless device advertising comprising:
a database comprising wireless device numbers for storing users of registered wireless devices;

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a central processing unit coupled to the database, said central processing unit accessible by a network, and adapted to perform the functions of:

receiving an advertising message from an advertiser;

sending the advertising message to at least one of the registered wireless devices, wherein a user of the wireless device is remunerated for accepting the advertising message.

12. The system of claim 11, wherein the central processing unit is further adapted to perform the function of providing a user accessible account associated with each of the registered wireless devices that shows how much remuneration the account received for the associated wireless device accepting the advertising message.

13. The system of claim 11, wherein the central processing unit further provides means for users of wireless devices to register to receive advertising messages.

14. The system of claim 11, further comprising a second database of the advertising messages.

15. The system of claim 11, wherein the central processing unit further provides referral means for users of registered wireless devices to send messages to new users of wireless devices.

16. The system of claim 10, wherein costs for sending the advertising messages to the registered wireless device is paid for by the advertiser.

17. A method of using a computer network for wireless device advertising comprising:

providing a database containing a plurality of users of registered wireless devices and associated wireless device numbers;

receiving an advertising message from an advertiser over the computer network;

sending the advertising message to at least one of the wireless device numbers in the database; and

remunerating the at least one user for accepting the advertising message.

18. The method of claim 17 further comprising providing a user accessible account on the computer network for each of the registered wireless devices, wherein each user accessible account shows an amount of remuneration received for accepting advertising messages to the registered wireless devices.

19. The method of claim 17, wherein the remuneration is additional air time.

20. The method of claim 17 wherein the user accessible account for each of the registered wireless devices further shows an amount of remuneration for referring

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another user to register the another user's wireless device to accept advertising messages.

21. The method of claim 17, wherein at least a portion of air time costs for sending the advertising messages is paid for by the advertiser.

22. A method for wireless device advertising comprising:
providing advertising messages to a wireless advertising service that sends the messages to a plurality of wireless devices registered with the service; and
paying a fee to the wireless advertising service, wherein a portion of the fee goes to a user of the registered wireless device as remuneration for accepting the advertising messages.

23. The method of claim 22, wherein the advertising messages are text messages.

24. The method of claim 22, wherein the user is remunerated air time for accepting the advertising messages.

25. The method of claim 22, wherein the user is remunerated monetary compensation for accepting the advertising messages.

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26. The method of claim 22, wherein the advertising message is a coupon.
27. The method of claim 22, wherein the advertising message is location-based.
28. The method of claim 22, wherein at least a portion of air time costs for sending the advertising messages to the registered wireless device is paid for by said advertisers.
29. A method for wireless device advertising comprising:
sending advertising messages to a registered wireless device; and
providing remuneration to a user of the wireless device for accepting the advertising messages.
30. The method of claim 29, wherein the advertising messages are text messages.
31. The method of claim 29, wherein the user is remunerated air time for accepting the advertising messages.
32. The method of claim 29, wherein the user is remunerated monetary compensation for accepting the advertising messages.

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33. The method of claim 29, wherein the advertising message is a coupon.
34. The method of claim 29, wherein the advertising message is location-based.
35. The method of claim 29, wherein the remuneration includes at least a portion of air time costs for sending the advertising messages to the registered wireless device.

F O R M A T I O N S

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